· BY ROBERT BARR.

Editor of the teller and Author of "In the Midst of Alarms," "The Face and the Musk," "The Typewritten Letter," Etc. (Copyright, 18%, by Robert Rarr.)
Even a stranger to the big town walking for the first time through London, seen on the side of the houses many name with which he has love been for names with which he has long been for nillar. His precognition has cost th in advertising. The stranger has had the names before him for years in newspa pers and magaziner, on the boardings an on boards by the railway side, paying lit-tic heed to them at the time; yet they have been indelibly impressed on the brain, and when he wishes soap or pills his lips almost automatically frame th

words most familiar to them. Thus are the lavish sums spent in advertising justified, and thus are many excellent publications made possible.

When you come to ponder over the matter, it seems strange that there should ever be any real man behind the names to lavisniy advertised; that there should be a genuine Smith or Jones whome justify celebrated medicines work such wonders, or whose song will clean even a goilty conscience. Granting the actual existence of these persons, and probing still further into the mystery, can any one imagine that the excellent Smith to whom thousands of former sufferers send entirely unsolicited testimonials, or the admirable Jones whem prima domas love because

spread over the earth than the blames of the greatest novellists, living or dead, and these men have feeling and form like unto ourselves.

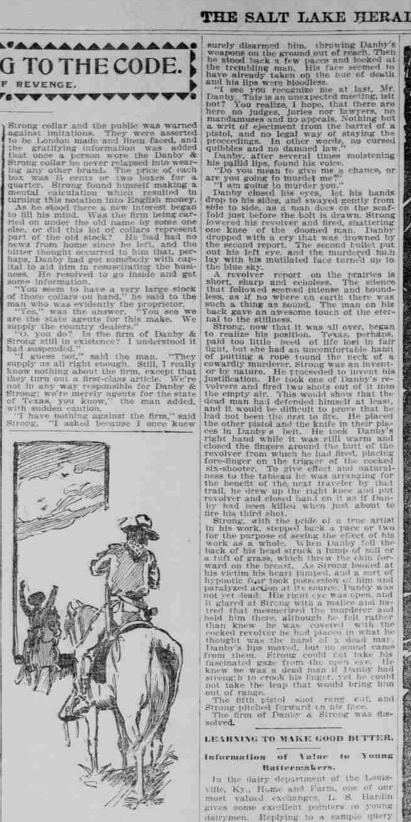
There was the firm of Danby & Strong, for instance. The name may mean nothing to any reader of these pages, but there was a time when it was well known and windly advertised not only in Euglind, but over the greater part of the world as well. They did a great bushless, as every firm that spends a fortune every year in advertising is bound to do. It was in the old paper collar days. There extendly was a time when the majority of men wore paper collar, and, when you come to think of it, the wender is that the paper collar trade ever fell away as it did, when you consider with what vite laundries London is and givenys has been cursed. Take the Danby & Stron collars, for instance, advertised as being similar to linen, so that only an expert could tell the difference. That was Strong's invention. Before be invenied the Piccadilly collar, so called, paper collars had a brillmant glaze that would not have deceived the most recent arrival from the most remote shire in the country. Strong deviced some method by which a slight linen film was put on the paper, adding strength to the collars and article. You bought a pusy-coloarly for the washing of half a dozen of these collars for something like the price you paid for the washing of half a dozen linen ones. The Danby & Strong Plecadilly collar jumped at once lute meat popularity, and the wonder is that the linen collar ever recovered from the blow dealt it by this logaribous invention.

Curlously enough, curing the time the firm was struggling to establish itself, the two members of ill were the best of friends, but when prospertly came to them causes of differences arose, and their relations, as the papers say of war-like nations, became strained. Whether the finit law with John Danby or with Whitm Strong no one has ever been able to then dut at the paper say of war-like nations, became strained. Whether the finit law with John Danb

them causes of differences arose, and heir relations, as the papers say of warlike nations, became strained. Whether
he fault lay with John Danby or with
Wiliam Strong no one has ever been able
to find out. They had mutual friends
hat claimed that each of them was a
cood fellow, but those friends always adled that Strong and Danby did not 'hit
I off."

Strong was a bitter man when aroused
and could generally be counted upon to
age harsh language. Danby was quieter,
but there was a sullen streak of stubbornless in him that did not teed to the makg up of a quarrel. They had been past
the speaking point for more than a year
when there came a crisis in their relations
with each other that emied 'n disaster to
has business carried on under the title of
Ogaby & Strong. Neither man would
oudge, and between them the business
sunk to ruin. Where competition is flerce
to firm can stand against it if there is inernal dissension. Danty held his ground
unised, but was equally steadfast in not
yolding a point. Each mated the other so
bitterly that each was willing to lose his
direct on the strain on Fleet street and
meets numerous freeposchabity dressed,
left, or the Strand, or Fleet street and
men with glossy tall hais and polished
bents, with affable manners and a courleft, or the Strand, or Fleet street and
men with glossy tall hais and polished
bents, with affable manners and a coureous way of deporting themselves toward
her fellows, we are agit to fall into the
geous way of deporting the these gentlemen
are civilized. We fall to realize that if

teens way of deporting themselves toward their fellews, we are apt to fall into the falliery of believing that these gentlement are civilized. We fall to realize that if you probe in the right direction you will come upon possibilities of savagery that would draw forth the warmest commendation from a Fawnes Indian. There are reputable business men in London who would, if they dared, tie an enemy to a stake and roast him over a slow ire, and these men have succeeded so well, not only in deceiving their neighbors, but also themselves, thus they would actually the offended if you told them so, If law were suspended in London for one day, during which time none of us would be



Thursday night. Thursday night. The dry goods merchant laughed as one who remembers a pleasant circumstance. "You're to Englishman, I take it."

LEARNING TO MAKE GOOD BUTTER. Information of Value to Young

Hatterunkers. In the dairy department of the Louisville, Ky., Home and Farm, one of our most valued exchanges, L. S. Hardin gives some excellent pointers to young

Damby Instantly Raised His Hands
Above His Head.

Some members of the firm and were wondering how they were getting along.

Oering how they were getting along.

Have You Found The Best?

Yes? When you want the best and ask your friends about the Stearns or Smalley Bicycles they say, though they may be riding another make, Yes the Stearns and Smalley are the best, the fastest, the strongest, the lightest of all High Grade Bleycles. When a man gets a Stearns or Smalley he knows that he has the wheel of all the wheels made; the bicycle that costs him less for repairs, runs the easiest, looks the handsomest. Price \$190 cash or easy payments; \$2.50 a week.

"Watch the sunlight glisten on the Orange Rims." "Another day" comes to us on the 19th inst. Keep your eye on Conibear and Shefski, class "B," and Holzel, class "A." They ride to win,

"Orange Boven"

Hardware cheap now for cash, and you should get our prices on tinware, graniteware, Bucks, steel ranges, garden hose, lawn mowers, sprinklers, cutlery, cycle sundries, lawn tennis rackquets, balls, etc. We have the celebrated "Sears Special" and "Campbell" racquets, Wright & Ditson balls, "Tournament" racquets, etc. Baseball goods of all kinds. Grand Rapids sweepers, carpenter's fine tools, builders' hardware at cost for cash,

Western Hardware Co.

17=10 EAST FIRST SOUTH STREET.

FRENCH COOKING.

A GOOD DINNER FOR A WARM

man with Experience in the Method of Cooking as Practiced in Her | n Native Land.

on the top. Dress with salt, pepper,

Boiled Eggs.

MORTGAGE LIFTERS.

How a Woman Pald Her Mortgage.

(In French, Oeufs a la cogne.)
Translated literally, Oeufs a la cogne would be "eggs in the shell." They are called so, it must be supposed, because in France boiled eggs are always eaten directly from the shell.
The eggs used for boiling should never be more than forty-eight hours old. When there is any doubt about their being new laid, they should not be boiled, but prepared in some other way.

Prize Essay.
Can a woman redeem a mortgage? I say yes, When't was left alone in the world I found that a \$500 mortgage covered my home. "Better sell for what you can get, or let Alien take it. You never can clear it." That was the universal encouragement I received. Opposition made me determined. I was a good scamstress and a fair what you can get, or let Alien take it.

You never can clear it." That was the premises of every one of the premises of the premises of every one of the premises of the was a good seamstress and a fair

man which the protection of the whole the control of the protection of the control of the control of the protection of the control of the control of the protection of the control of the

A MODEL CREAMERY.

The Turner Center (Maine) creamery is acting on the principle that it is just as well to do things as they ought to be done as it is to have mem all wrong. The officers are determined to bring their product up to a still higher standard of excellence than it has ever before attained. To bring this about every department of the work from beginning to finish at the factory and with the patron on the

"THE FIFTH PISTOL SHOT RANG OUT."

HIE PIFTH PISTOL SHOT HANG OLT.

held suswerslike for any deed then does, the street of the properties of the proper